

FOR RELEASE 08-291
November 21, 2008

YUKON GOVERNMENT INVESTS MORE THAN \$1 MILLION IN INTERPRETIVE SIGNAGE

WHITEHORSE – Beginning in 2004, with the assistance of the Yukon Scenic Drives Program, the Yukon government has invested \$1.3 million in interpretive signage meant to engage and inspire visitors during their travels through Yukon, announced Tourism and Culture Minister Elaine Taylor.

“The Yukon government is proud of its investments in interpretive signage which uses clear and simple explanations with stunning graphics to tell the story about a place, its people, history and culture which, in turn, helps enrich the visitor experience,” Taylor said.

Visitors can learn about a time when rivers and pack trails were the only transportation routes through the territory. They can learn about Yukon First Nations culture, the flora and fauna of ecoregions, the influence of historical and present day mining operations in the Klondike Goldfields, the construction of the Alaska Highway and achievements of distinguished leaders such as Elijah Smith, otherwise known as the father of Yukon Land Claims.

Additional resources developed and produced through the Interpretive Signage program are brochures highlighting things such as guides and walking tours of sites and communities, displays and videos, and improvements to rest stops along Yukon highways.

“Working to ensure visitors have an enjoyable quality travel experience in Yukon remains a government priority,” Taylor added. “This includes ensuring adequate resources are designated to visitor facilities and amenities such as highway corridors, rest stops, wildlife viewing sites, visitor information centres and other attractions.”

The Yukon Scenic Drives program supports investment in interpretive signage and includes an electronic marketing campaign which highlights scenic drives for visitors throughout Yukon.

An overview of Yukon’s Interpretive Signage program (Sights and Sites: Yukon Point of Interest Signage) can be found at www.yukonheritage.com/Sign/index.html.

-30-

Contact:

Matthew Grant
Cabinet Communications
867-633-7961
matthew.grant@gov.yk.ca

Alicia Debreceni
Communications, Tourism and Culture
867-667-5318
alicia.debreceni@gov.yk.ca